



KING **5** NEWS RELEASE

3-7-66

MAJOR PROGRAM REVISION ANNOUNCED BY KING - TV

A major program re-alignment emphasizing entertainment, variety programming and the addition of a swing-shift film series will begin on KING Television March 28, according to Jack Fearey, program director.

Fearey said that with the revision, Channel 5 viewers will see virtually all-new, fresh programming from the "Today Show" through the "Tonight Show."

Highlights of the new look on KING include:

1. The premiere of a swing-shift movie slated at 1 a.m. Tuesday through Sunday mornings and at 12:35 a.m. Monday morning, beginning Monday morning, March 28.

"This new series has been planned in response to continued, frequent requests from members of the public in our increasingly industrial community," Fearey commented.

2. The expansion of the "Mike Douglas Show" from 60 to 90 minutes, with the nationally-syndicated series moving to a new time slot of 3:30 to 5 o'clock weekdays (from 2:30-3:30).

3. Two NBC shows presently pre-empted by Douglas -- "Match Game" at 2:30 and "Let's Make a Deal" at 3 -- will be televised weekdays on Channel 5, beginning March 28.

4. The "Saturday Night Tonight Show" will be presented at 11:15 o'clock Saturday nights, beginning April 2 on Channel 5. The program, known as the "Best of Johnny Carson," features selected segments of recent "Tonight" shows.

5. Beginning May 15, the nationally-syndicated "Merv Griffin Show" will be offered at 11:00 o'clock Sunday evenings, replacing "Arrest and Trial," which will complete its run May 8.

"This is the most exciting and important programming move in the 18 years I've been with KING-TV," Lee Schulman, general manager, stated. "We have all but eliminated reruns between 7 a.m. and 7 p.m.

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and we are extending our broadcast day to serve the entertainment desires of the increasing number of persons who work a swing shift."

Schulman added that the spiraling cost for high quality, first-run movies has made their purchase impractical. KING will continue to feature two major Hollywood movies from NBC each week.

"KING-TV is going out of the feature-film business, insofar as new purchases are concerned at this time," Schulman said.

TV-5



SPECIAL PROGRAM BULLETIN

VARIETY OF QUALITY SPECIALS SET FOR MARCH ON TV-5

DRAMA,

LITERATURE.....March 6/6:30 pm"Stuart Little"

Johnny Carson narrates this hour-long Children's Theatre colorcast dramatizing E.B. White's classic tale about a mouse born into a human family.

DRAMA.....March 7/7:00 pm"St. Patrick's Day"

The Charles Playhouse of Boston presents Richard B. Sheridan's hilarious "tour de farce." Another in the "Repertory Theatre U.S.A." series presented occasionally on KING-TV's "Something Different."

FINE ARTS.....March 11/7:30 pm"Ballet for Skeptics"

Roland Petit, Zizi Jeanmaire and a group of leading dance artists of Europe attempt to prove that ballet can be fun in this one-hour colorcast. It is designed not only to please ballet fanciers but to induce a new appreciation of ballet as entertainment among those who previously have been skeptical

CURRENT EVENTS.....March 20/12:30 pm"Open End"

Four leading political observers discuss the question, "Is There a White House in Robert Kennedy's Future?" Guests are Robert Novak, columnist; Ben Bradlee of The Washington Post; Max Freedman, columnist from The Chicago Daily News, and Gore Vidal, author and politician.

HISTORY.....March 20/6:30 pm.."Of Men & Freedom: The Reformation"

This is the fourth in an NBC News series exploring significant events of the past and their relations to the world of today. George A. Vicas produced the colorcast.

MUSIC.....March 21/7:00 pm"To See a Sound"

KING-TV presents an hour-long special on the Seattle Symphony Orchestra and the men and women who perform with it. The finale features the world premiere of Irwin Bazelon's Dramatic Movement for Orchestra, performed Feb. 21.

2-25-66